THE VILLAGER RATES AND SIZES

Rates are billed per month/per insertion.

BAPA BUSINESS MEMBER RATES* (BW ads)

Full color additional charge of $190

SIZE	1 Month	6 Months	12 Months
Full	$690.17	$654.89	$620.71
1/2	$367.13	$349.49	$330.75
1/4	$198.45	$188.53	$178.61
3/16	$148.84	$141.12	$134.51
1/8	$99.23	$94.82	$89.30
1/16	$56.23	$52.92	$50.93

NON-MEMBER RATES (BW ads)

Full color additional charge of $210

SIZE	1 Month	6 Months	12 Months
Full	$811.44	$770.65	$729.86
1/2	$432.18	$410.13	$389.18
1/4	$233.73	$221.60	$210.58
3/16	$175.30	$166.48	$157.66
1/8	$116.87	$111.35	$104.74
1/16	$66.15	$62.84	$59.54

Open Rate Per Column Inch: $16 | ***PAYMENT DUE AT TIME OF AD PLACEMENT*** | **SIGNED TERMS & CONDITIONS REQUIRED TO ADVERTISE**

Discounts apply for 6 and 12 month contracts. 6 month contracted ads do not have to be consecutive, but must be used within 12 months.

Ask about our annual special sections (Shop Local Gift Guides, Health & Wellness Guide, Home Improvement Experts & more!)

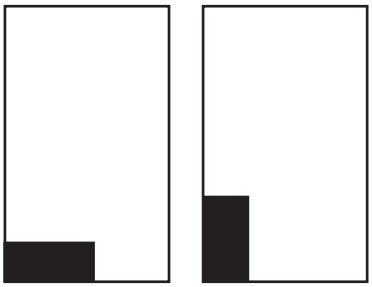
High Resolution PDF file needed. MOST ADS CAN BE DESIGNED FOR FREE. Extensive design changes may be subject to composition fee.

TO RECEIVE BAPA BUSINESS MEMBERS DISCOUNTS, SIGN UP AT WWW.BAPA.ORG. MEMBERSHIPS MUST BE RENEWED ANNUALLY.

Ad Dimensions

Full page ad: 10" x 16"

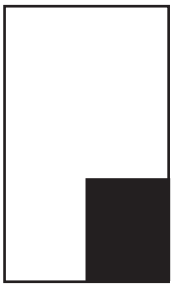
1/16 PAGE ADS



1/16 HORIZONTAL
4 7/8" X 1 7/8"
2 col

1/16 VERTICAL
2 5/16" X 3 7/8"
1 col

3/16 PAGE AD



3/16 REGULAR
4 7/8" X 5 7/8"
2 col

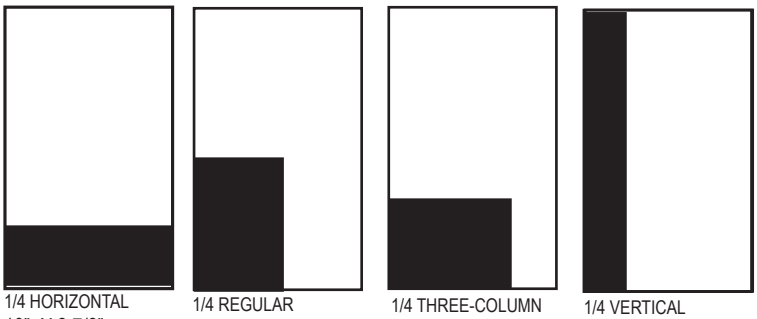
1/8 PAGE ADS

1/8 REGULAR
4 7/8" X 3 7/8"
2 col

1/8 VERTICAL
2 5/16" X 7 7/8"
1 col

1/8 HORIZONTAL
10" X 1 7/8"
4 col

1/4 PAGE ADS



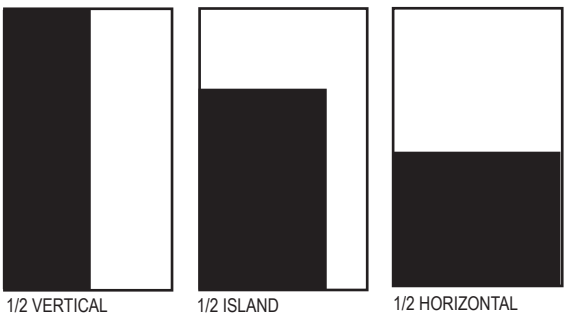
1/4 HORIZONTAL
10" X 3 7/8"
4 col

1/4 REGULAR
4 7/8" X 7 7/8"
2 col

1/4 THREE-COLUMN
7 7/16" X 5 1/8"
3 col

1/4 VERTICAL
2 5/16" X 15 7/8"
1 col

1/2 PAGE ADS



1/2 VERTICAL
4 7/8" X 16"
2 col

1/2 ISLAND
7 7/16" X 10 5/8"
3 col

1/2 HORIZONTAL
10" X 7 7/8"
4 col

Beverly Area Planning Association

1744 W. 99th Street | Chicago IL 60643 | 773-233-3100 | bapa@bapa.org

To place an ad please contact: Laura Slonskis, 708-408-1718 or villagerads@bapa.org

BAPA Beverly Area Planning Association

THE VILLAGER

The Villager is published by the Beverly Area Planning Association (BAPA) and delivered FREE via United States Post Office Every Door Direct Mail the first week of every month.

CIRCULATION: 16,000 Beverly/ Morgan Park homes and businesses.

NEWS & FEATURES: *The Villager* is the community's source for news on upcoming events, and fun and interesting features about our neighborhood people, organizations and places.

VILLAGER READERS ARE YOUR TARGET CUSTOMERS! The average Villager reader is a professional with college or advanced degrees, and a higher than average median household income who actively supports our community's shops, services and restaurants, as well as local schools, social and service organizations, and events.

PUT YOUR MESSAGE IN THE HANDS OF YOUR IDEAL CUSTOMER!

Email **villagerads@bapa.org** and get your ad campaign started today!

BAPA
Beverly Area Planning Association

THE VILLAGER is a program of BAPA, a not-for-profit civic organization founded in 1947. BAPA provides programs in school support, business support, community safety, special events, and community engagement.

THE VILLAGER

Beverly Area Planning Assn.
1744 W. 99th St.
Chicago, IL 60643

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 15

**********ECRWSSEDDM**********
Local Postal Customer

BROUGHT TO YOU BY THE BEVERLY AREA PLANNING ASSOCIATION | September 2024 | Vol. 44 | No.9

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BAPA Village Viewpoint: What You See and What You Don't

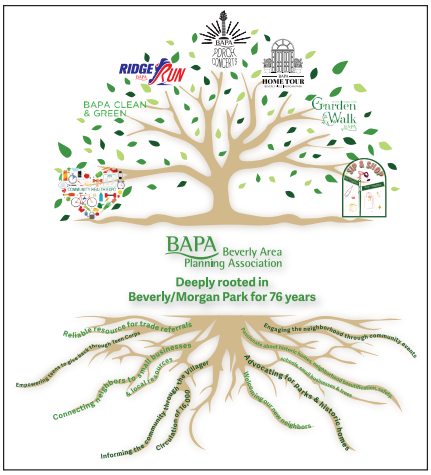
In the last two months, I have had the joy of working with our new Marketing Director, Mairead Zigulich. She jumped right in with new and creative ideas and has already made a positive impact. Just the other day, we were discussing BAPA's biggest problem. The lack of neighbors who support us with membership. The question is always the same, "what does BAPA do?" After a few minutes, we both agreed, ***it's a perception problem***. Most people see us for our events but not all the other programs and services that also make a positive impact day in and day out.

By Mary Jo Viero

The image of a tree quickly came to mind and Mairead got to work. Her image of BAPA as a tree is a perfect representation of what does BAPA do? Thank you Mairead!

BAPA has been *deeply rooted* in the fabric of Beverly/Morgan Park for over 76 years, working tirelessly to enhance the quality of life for its residents.

If you take time to see the image of BAPA as a Tree, you will notice that the events are only what most residents see BAPA doing.



Above ground you see the branches of the tree extending outward and reaching toward the sky. BAPA 's reach also extends throughout the community, connecting our neighbors through annual events. BAPA plans, organizes and hosts events including the Ridge Run and Memorial Day Parade, the annual Home Tour and Garden Walk, a Clean and Green, Sip and Shop, and the free Porch Concert Series. These events are more than a social gathering, they are designed to be opportunities for residents to connect and give us a reason to "Love Where You Live."

Below ground are the roots that get deeper every year.

The roots are the additional areas of support that BAPA provides every day but are not seen. **Advocating** for our parks and historic homes, **providing reliable resources** to neighbors looking for help, **educating homeowners** on the importance of restoration through our Old House Lecture Series, **welcoming new neighbors**,

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Sip & Shop 2024: An Evening of Shopping, Sipping and Community Connection

A group of 2023 Sip & Shop attendees enjoy their stop at the BAPA office. BAPA file photo

By Aaqila Harvey

The 8th Annual Sip & Shop is set for Thursday, September 19, with shopping from 5:30-9 p.m. and an after party from 8-10 p.m. More than 20 local retailers along 103rd and 99th streets will offer a unique blend of exclusive shopping, delicious bites, and specialty drinks, making it the perfect night out for the community.

All participants will check in at Ohana Ice & Treats on 103rd Street between 5:30 p.m. and 7 p.m. The first 400 attendees will receive a Sip & Shop-branded tote.

Along the way, discover fashionable finds, explore handcrafted goods, find unique gifts, satisfy your sweet tooth and indulge in mouthwatering bites. Continue the fun at the after-party at Sanders BBQ from 8-10 p.m. and unwind with friends and neighbors.

Advance tickets are available for $25 until September 18, with day-of prices at $30.

BAPA and the Morgan Park Beverly Hills Business Association are proud to support our small businesses and bring this event to the community.

Tickets are on sale now.

For more details and to purchase tickets, visit bapa.org

'Rocks Off' Will Close 2024 BAPA Porch Concert Series at St. Barnabas

By Brian Marchetti

On September 13, Rolling Stones tribute band, Rocks Off, closes out the Beverly Area Planning Association's 2024 Porch Concert Series with a performance at St. Barnabas as the parish continues to celebrate its 100th anniversary.

Formed in 2016, Rocks Off has earned its popularity with solid musicianship while drawing from the catalogue of one of rock'n'roll's most iconic bands. Front man Mark Taylor handles the vocals, Jeff Jozwiak and Dan Kane play lead and rhythm guitar respectively, Collin Berg holds down the groove on bass guitar and Ryan Juravic pounds out the beat on drums.

Rocks Off will perform at the final BAPA Porch Concert of 2024. Photo provided

Taylor answered a Craigslist ad for a Rolling Stones tribute band in 2007 and after many iterations, Rocks Off emerged. They have established a name for themselves in south Chicago and have traveled as far as Denver to perform.

"Mick Jagger is one of the best frontmen," Taylor said. "It just turned out to suit me very well. I got into the music very deeply."

Rocks Off plays an estimated 40 shows a year. With more than 300 songs to choose from, the band can highlight the Rolling Stones in a variety of ways, including performing hits like 'Monkey Man' and 'Can't You Hear Me Knocking' to honoring entire classic albums like Exile on Mainstreet and Beggar's Banquet.

"The Stones have so many good songs," Taylor said. "We like to mix

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